

Marketing & Advertising / Facebook Ads

Generate 10 scroll-stopping hooks in under 10 words — each labeled by type (Question, Pattern Interrupt, Curiosity Gap, Problem Agitation, Social Proof, or Direct Address) — with top 3 ranked by stopping power.

Difficulty: Beginner

Model: GPT-4 / Claude / Gemini

Use Case: Facebook Ads, Creative Testing, Hook Development

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Why This Prompt Exists

Most Facebook ads fail because the first 3 seconds are boring.

You get:

- generic “Introducing [Product Name]” hooks
- hooks that don’t match the emotional trigger of the audience
- no variety in hook types for A/B testing
- hooks that are too long to read in the feed
- no rationale for what makes a hook stop the scroll

But a hook is not a description.

It is a pattern interrupt that earns attention.

- The first 3 seconds determine whether anyone reads the rest
- Different hook types work for different emotions
- Under 10 words is not optional — it’s physics
- Ranking helps you prioritize testing budget

Without great hooks, your budget burns on unseen ads.

This framework forces AI to be a creative strategist who writes hooks that stop thumbs.

The Prompt

Assume the role of a Facebook Ads creative strategist who knows that the first 3 seconds determine the fate of every ad.

Your task is to generate 10 scroll-stopping hooks under 10 words each.

Generate:

1. 10 HOOKS (under 10 words each)

For each hook, label its type:

- QUESTION
- PATTERN INTERRUPT
- CURIOSITY GAP
- PROBLEM AGITATION
- SOCIAL PROOF
- DIRECT ADDRESS

2. TOP 3 RANKED

List the best 3 hooks with a one-sentence rationale for why each will stop the scroll

INPUTS:

Offer or Product:

[DESCRIBE WHAT YOU'RE SELLING]

Target Audience:

[WHO ARE YOU TALKING TO?]

Primary Emotion to Trigger:

[CURIOSITY / FEAR / EXCITEMENT / ANGER / BELONGING / VANITY]

One Thing Your Audience Hates (optional):

[E.G., "Wasting time" / "Feeling stupid" / "Being sold to"]

RULES:

- Each hook must be under 10 words
- No two hooks can use the same type
- No emojis in hooks
- No clickbait that doesn't relate to the offer
- The rationale must be one sentence, not a paragraph

How To Use It

- Test the top 3 hooks against each other in a split test — not 10 at once.
- The emotion you choose determines which hook types will work best.
- If your CTR is below 1%, the hook is the problem 80% of the time.
- Save winning hooks in a swipe file; reuse structures, not words.
- Run this prompt for each new offer or audience segment.

Example Input

Offer or Product: A 30-day online course teaching Facebook Ads to small business owners

Target Audience: Small business owners who have tried Facebook Ads before and failed

Primary Emotion to Trigger: Curiosity (with a hint of frustration about wasted ad spend)

One Thing Your Audience Hates: Watching money disappear on ads that don't convert

Why It Works

Most hooks fail because they're written for the brand, not the scroll.

This framework improves outcomes by forcing:

- under-10-word discipline (mobile-first reading)
- hook type variety for A/B testing
- emotional alignment with audience psychology
- ranked recommendations (not a list dump)
- one-sentence rationale for learning transfer

Great hooks don't describe the product — they make the reader afraid to keep scrolling.

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